

REP HEADLINE# 6238527  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
JUL17/12 14.3  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/AMER. CROSSROADS  
AGY # AGY. NAME CROSSROADS MEDIA LLC

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME EMILY MILHOAN

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6238527

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#693 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE JUL17/12 14.32

REP: NEW ORDER

TOTAL \$104,975 @86X  
PLEASE CONFIRM  
THANKS BEN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
AMERICAN CROSSROADS

WFLA: \$400



8/17/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11  
AGENCY PRODUCT CODE = 27  
AGENCY EST# = 693

1			100P-200P	30		\$500.00	10/19	10/19	1		FRI	1
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PROGRAM : DAYS OF OUR LIVES  
CON COM1 : DAYS OF OUR LIVES

2			1000P-1100P	30		\$5,000.00	10/19	10/19	1		FRI	1
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PROGRAM : DATELINE  
CON COM1 : DATELINE

3			1100P-1135P	30		\$2,500.00	10/19	10/19	1		FRI	1
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PROGRAM : NEWS CHANNEL 8 @ 11PM  
CON COM1 : NEWS CHANNEL 8 @ 11PM

NOV 01 2012

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 \*\*\* ORIGINAL REV#0 \*\*\*

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 JUL17/12 14.3  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/19	10/19	1		FRI	1
5			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/19	10/19	1		FRI	1
6			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/19	10/19	1		FRI	1
7			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/19	10/19	1		FRI	1
8			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	10/19	10/19	1		FRI	1
9			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	10/19	10/19	1		FRI	1
10			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	10/19	10/19	1		FRI	1
11			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/19	10/19	1		FRI	1
12			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,000.00	10/19	10/19	1		FRI	1

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REF: TEL# 703-516-9399 FAX# 703-516-9680  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	10/19	10/19	1		FRI	1
14			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$5,000.00	10/19	10/19	0		FRI	0
15			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$2,000.00	10/19	10/19	1		FRI	1
16			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	10/19	10/19	1		FRI	1
17			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	10/19	10/19	1		FRI	1
18			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$700.00	10/19	10/19	1		FRI	1
19			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$500.00	10/22	10/22	1		MON	1
20			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	10/22	10/22	1		MON	1
21			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/22	10/22	1		MON	1

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/22	10/22	1		MON	1
23			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/22	10/22	1		MON	1
24			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/22	10/22	1		MON	1
25			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	10/22	10/22	0		MON	0
26			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	10/22	10/22	1		MON	1
27			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	10/22	10/22	1		MON	1
28			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/22	10/22	1		MON	1
29			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$2,000.00	10/22	10/22	1		MON	1
30			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	10/22	10/22	1		MON	1

REP HEADLINE# 6236527  
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REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
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LINE#	REP	CU	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
31			630P-700P	30		\$5,000.00	10/22	10/22	0		MON	0
PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS												
32			700P-730P	30		\$2,000.00	10/22	10/22	1		MON	1
PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT												
33			700A-900A	30		\$1,400.00	10/22	10/22	1		MON	1
PROGRAM : TODAY SHOW CON COM1: TODAY SHOW												
34			730P-800P	30		\$2,000.00	10/22	10/22	1		MON	1
PROGRAM : EXTRA CON COM1: EXTRA												
35			800P-900P	30		\$2,500.00	10/22	10/22	0		MON	0
PROGRAM : THE VOICE CON COM1: THE VOICE												
36			900A-1000A	30		\$700.00	10/22	10/22	1		MON	1
PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2												
37			1100P-1135P	30		\$1,400.00	10/20	10/20	0		SAT	0
PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM												
38			600P-630P	30		\$900.00	10/20	10/20	1		SAT	1
PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8												
39			630P-700P	30		\$3,300.00	10/20	10/20	0		SAT	0
PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS												

*1 n/a*

JUL 17/12 14.3  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40			700A-900A	30		\$625.00	10/20	10/20	1		SAT	1
PROGRAM : SATURDAY TODAY												
CON COM1 : SATURDAY TODAY												
41			1100P-1135P	30		\$2,500.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												
42			200P-600P	30		\$650.00	10/21	10/21	0		SUN	0
PROGRAM : BMW CHAMPIONSHIP9/9/12												
CON COM1 : BMW CHAMPIONSHIP9/9/12												
43			600P-630P	30		\$1,100.00	10/21	10/21	1		SUN	1
PROGRAM : NEWSCHANNEL 8												
CON COM1 : NEWSCHANNEL 8												
44			700P-830P	30		\$ .00	10/21	10/21	0		SUN	0
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1 : FOOTBALL NIGHT IN AMRC												
45			700P-900P	30		\$5,500.00	10/21	10/21	1		SUN	1
PROGRAM : DATELINE <i>FA</i>												
CON COM1 : DATELINE												
46			800A-900A	30		\$700.00	10/21	10/21	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1 : SUNDAY TODAY												
47			100P-200P	30		\$500.00	10/18	10/18	1		THU	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1 : DAYS OF OUR LIVES												
48			1100P-1135P	30		\$2,500.00	10/18	10/18	1		THU	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												



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LINE#	REP	CL	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
58			600P-630P	30		\$2,000.00	10/18	10/18	1		THU	1
PROGRAM : NEWS CHANNEL8												
CON COM1 : NEWS CHANNEL8												
59			600A-700A	30		\$1,000.00	10/18	10/18	1		THU	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
60			630P-700P	30		\$5,000.00	10/18	10/18	0		THU	0
PROGRAM : NBC NIGHTLY NEWS												
CON COM1 : NBC NIGHTLY NEWS												
61			700P-730P	30		\$2,000.00	10/18	10/18	0		THU	0
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1 : ENTERTAINMENT TONIGHT												
62			700A-900A	30		\$1,400.00	10/18	10/18	1		THU	1
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												
63			730P-800P	30		\$2,000.00	10/18	10/18	1		THU	1
PROGRAM : EXTRA												
CON COM1 : EXTRA												
64			900A-1000A	30		\$700.00	10/18	10/18	1		THU	1
PROGRAM : TODAY SHOW 2												
CON COM1 : TODAY SHOW 2												
65			100P-200P	30		\$500.00	10/16	10/16	1		TUE	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1 : DAYS OF OUR LIVES												
66			1100P-1135P	30		\$2,500.00	10/16	10/16	1		TUE	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												

JUL17/12 14.3

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
67			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/16	10/16	1		TUE	1
68			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/16	10/16	1		TUE	1
69			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/16	10/16	1		TUE	1
70			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/16	10/16	1		TUE	1
71			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	10/16	10/16	1		TUE	1
72			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	10/16	10/16	0		TUE	0
73			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	10/16	10/16	1		TUE	1
74			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	10/16	10/16	1		TUE	1
75			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/16	10/16	1		TUE	1

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JUL17/12 14.3  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
76			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$2,000.00	10/16	10/16	1		TUE	1
77			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	10/16	10/16	1		TUE	1
78			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$5,000.00	10/16	10/16	0		TUE	0
79			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$2,000.00	10/16	10/16	1		TUE	1
80			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	10/16	10/16	1		TUE	1
81			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	10/16	10/16	0		TUE	0
82			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$700.00	10/16	10/16	1		TUE	1
83			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$500.00	10/17	10/17	1		WED	1
84			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	10/17	10/17	1		WED	1



REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
JUL17/12 14.3  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	:
94			600P-630P	30		\$2,000.00	10/17	10/17	1		WED	1
PROGRAM : NEWS CHANNEL8												
CON COM1: NEWS CHANNEL8												
95			600A-700A	30		\$1,000.00	10/17	10/17	1		WED	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
96			630P-700P	30		\$5,000.00	10/17	10/17	0		WED	0
PROGRAM : NBC NIGHTLY NEWS												
CON COM1: NBC NIGHTLY NEWS												
97			700P-730P	30		\$2,000.00	10/17	10/17	1		WED	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
98			700A-900A	30		\$1,400.00	10/17	10/17	1		WED	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
99			730P-800P	30		\$2,000.00	10/17	10/17	1		WED	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
100			900A-1000A	30		\$700.00	10/17	10/17	1		WED	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
OCT/12			104975.00									
MARKET TOTALS \$2,313,325 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%												
SHARES ARE ACCURATE												
SVC- NSI BOOKS- OCT/12												
DEMOS- RA35+*												
CONTRACT TOTAL 104975.00												
TOTAL SPOTS 86												

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

American Crossroads/ Issue  
Submission Number 680 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	104075	Campaign Ref:	E:120718019
Buyer:		Client/Product/Estimate:	11 / 27 / 693	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06238527
Est./PO Number:	06238527	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	American Crossroads	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL	104075
Demographic:	(L) Household	Order:				

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	500	30 Comme	Nbr of Spots 1		1	500
2	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	5000	30 Comme	Nbr of Spots 1		1	5000
3	M-Su 11p News ...F..	2500	30 Comme	Nbr of Spots 1		1	2500
4	M-F 1135p ET / 1035p CT Tonight Show ...F..	1200	30 Comme	Nbr of Spots 1		1	1200
5	M-F 12p Today Show III ...F..	300	30 Comme	Nbr of Spots 1		1	300
6	M-F 2p Rachael Ray ...F..	300	30 Comme	Nbr of Spots 1		1	300
7	M-F 3p Doctors ...F..	450	30 Comme	Nbr of Spots 1		1	450
8	M-F 4p Dr Oz ...F..	750	30 Comme	Nbr of Spots 1		1	750
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

American Crossroads/ Issue  
Submission Number 680 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue  
Buyer:  
Schedule Dates: 10/15/12 to 10/28/12  
Est./PO Number: 06238527

Submission Cost:  
Client/Product/Estimate:  
Weeks:  
Contract type:

104075  
11 / 27 / 693  
2  
Political  
Campaign Ref: E:120718019  
Sales Rep: HRP Washington, DC  
Order Ref: 06238527  
Business Type: POLITICAL  
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
9	M-F 5p News ...F..	1500	30 Comme	Nbr of Spots 1		1	1500
10	M-F 530a News ...F..	500	30 Comme	Nbr of Spots 1		1	500
11	M-F 530p News ...F..	1500	30 Comme	Nbr of Spots 1		1	1500
12	M-F 6p News ...F..	2000	30 Comme	Nbr of Spots 1		1	2000
13	M-F 6a News ...F..	1000	30 Comme	Nbr of Spots 1		1	1000
14	M-F 7p Entertainment Tonight ...F..	2000	30 Comme	Nbr of Spots 1		1	2000
15	M-F 7a Today Show ...F..	1400	30 Comme	Nbr of Spots 1		1	1400
16	M-F 730p Extra ...F..	2000	30 Comme	Nbr of Spots 1		1	2000
17	M-F 9a Today Show II ...F..	700	30 Comme	Nbr of Spots 1		1	700
18	M-F 1p Days Of Our Lives M.....	500	30 Comme	Nbr of Spots 1		1	500
19	M-Su 11p News M.....	2500	30 Comme	Nbr of Spots 1		1	2500
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
Submission Number 680 Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

**Original**

**Client:** American Crossroads/ Issue  
**Buyer:** ..  
**Schedule Dates:** 10/15/12 to 10/28/12  
**Est./PO Number:** 06238527

**Submission Cost:** 104075  
**Client/Product/Estimate:** 11 / 27 / 693  
**Weeks:** 2  
**Contract type:** Political

**Campaign Ref:** E:120718019  
**Sales Rep:** HRP Washington, DC  
**Order Ref:** 06238527  
**Business Type:** POLITICAL  
**Business Category:** Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
20	M-F 1135p ET / 1035p CT Tonight Show M.....	1200	30 Comme	Nbr of Spots	1	1	1200
21	M-F 12p Today Show III M.....	300	30 Comme	Nbr of Spots	1	1	300
22	M-F 2p Rachael Ray M.....	300	30 Comme	Nbr of Spots	1	1	300
23	M-F 3p Doctors M.....	450	30 Comme	Nbr of Spots	1	1	450
24	M-F 5a News M.....	300	30 Comme	Nbr of Spots	1	1	300
25	M-F 5p News M.....	1500	30 Comme	Nbr of Spots	1	1	1500
26	M-F 530p News M.....	1500	30 Comme	Nbr of Spots	1	1	1500
27	M-F 6p News M.....	2000	30 Comme	Nbr of Spots	1	1	2000
28	M-F 6a News M.....	1000	30 Comme	Nbr of Spots	1	1	1000
29	M-F 7p Entertainment Tonight M.....	2000	30 Comme	Nbr of Spots	1	1	2000
30	M-F 7a Today Show M.....	1400	30 Comme	Nbr of Spots	1	1	1400
<b>Weekly Totals: Total Spots(Ord Spots)</b>				70	15	85	

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 680 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 104075	<b>Campaign Ref:</b> E:120718019
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 693	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06238527
<b>Est./PO Number:</b> 06238527	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
31	M-F 730p Extra M.....	2000	30 Comme		1	1	2000
32	M-F 9a Today Show II M.....	700	30 Comme		1	1	700
33	Sat 7a Today Show .....S.	625	30 Comme				625
34	M-Su Late News Late Run .....S	2500	30 Comme		1	1	2500
35	Sun 6p News .....S	1100	30 Comme		1	1	1100
36	Sun 7p ET / 6p CT Football Night In America .....S	5500	30 Comme		1	1	5500
37	Sun 8a Today Show .....S	700	30 Comme		1	1	700
38	M-F 1p Days Of Our Lives ...T...	500	30 Comme		1	1	500
39	M-Su 11p News ...T...	2500	30 Comme		1	1	2500
40	M-F 1135p ET / 1035p CT Tonight Show ...T...	1200	30 Comme		1	1	1200
<b>Weekly Totals: Total Spots(Ord Spots)</b>				70	15	85	

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 680 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 104075	<b>Campaign Ref:</b> E:120718019
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 693	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06238527
<b>Est./PO Number:</b> 06238527	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
41	M-F 12p Today Show III ...T...	300	30 Comme	Nbr of Spots 1		1	300
42	M-F 2p Rachael Ray ...T...	300	30 Comme	Nbr of Spots 1		1	300
43	M-F 3p Doctors ...T...	450	30 Comme	Nbr of Spots 1		1	450
44	M-F 4p Dr Oz ...T...	750	30 Comme	Nbr of Spots 1		1	750
45	M-F 5a News ...T...	300	30 Comme	Nbr of Spots 1		1	300
46	M-F 5p News ...T...	1500	30 Comme	Nbr of Spots 1		1	1500
47	M-F 530a News ...T...	500	30 Comme	Nbr of Spots 1		1	500
48	M-F 530p News ...T...	1500	30 Comme	Nbr of Spots 1		1	1500
49	M-F 6p News ...T...	2000	30 Comme	Nbr of Spots 1		1	2000
50	M-F 6a News ...T...	1000	30 Comme	Nbr of Spots 1		1	1000
51	M-F 7a Today Show ...T...	1400	30 Comme	Nbr of Spots 1		1	1400
<b>Weekly Totals:</b> Total Spots(Ord Spots)				70	15	85	

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 680 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 104075	<b>Campaign Ref:</b> E:120718019
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 693	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06238527
<b>Est./PO Number:</b> 06238527	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
52	M-F 730p Extra ...T....	2000	30 Comme	Nbr of Spots 1		1	2000
53	M-F 9a Today Show II ...T....	700	30 Comme	Nbr of Spots 1		1	700
54	M-F 1p Days Of Our Lives T.....	500	30 Comme	Nbr of Spots 1		1	500
55	M-Su 11p News T.....	2500	30 Comme	Nbr of Spots 1		1	2500
56	M-F 1135p ET / 1035p CT Tonight Show T.....	1200	30 Comme	Nbr of Spots 1		1	1200
57	M-F 12p Today Show III T.....	300	30 Comme	Nbr of Spots 1		1	300
58	M-F 2p Rachael Ray T.....	300	30 Comme	Nbr of Spots 1		1	300
59	M-F 3p Doctors T.....	450	30 Comme	Nbr of Spots 1		1	450
60	M-F 4p Dr Oz T.....	750	30 Comme	Nbr of Spots 1		1	750
61	M-F 5p News T.....	1500	30 Comme	Nbr of Spots 1		1	1500
62	M-F 530a News T.....	500	30 Comme	Nbr of Spots 1		1	500
<b>Weekly Totals: Total Spots(Ord Spots)</b>				70	15	85	

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 680 Issue 1



**WFLA-TV**

P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 104075	<b>Campaign Ref:</b> E:120718019
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 693	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06238527
<b>Est./PO Number:</b> 06238527	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
63	M-F 530p News ..T....	1500	30 Comme	Nbr of Spots	1	1	1500
64	M-F 6p News ..T....	2000	30 Comme	Nbr of Spots	1	1	2000
65	M-F 6a News ..T....	1000	30 Comme	Nbr of Spots	1	1	1000
66	M-F 7p Entertainment Tonight ..T....	2000	30 Comme	Nbr of Spots	1	1	2000
67	M-F 7a Today Show ..T....	1400	30 Comme	Nbr of Spots	1	1	1400
68	M-F 9a Today Show II ..T....	700	30 Comme	Nbr of Spots	1	1	700
69	M-F 1p Days Of Our Lives ..W....	500	30 Comme	Nbr of Spots	1	1	500
70	M-Su 11p News ..W....	2500	30 Comme	Nbr of Spots	1	1	2500
71	M-F 1135p ET / 1035p CT Tonight Show ..W....	1200	30 Comme	Nbr of Spots	1	1	1200
72	M-F 12p Today Show III ..W....	300	30 Comme	Nbr of Spots	1	1	300
73	M-F 2p Rachael Ray ..W....	300	30 Comme	Nbr of Spots	1	1	300
<b>Weekly Totals: Total Spots(Ord Spots)</b>				70	15	85	

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

American Crossroads/ Issue  
Submission Number 680 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue		Submission Cost: 104075		Campaign Ref: E:120718019			
Buyer: ..		Client/Product/Estimate: 11 /27 /693		Sales Rep: HRP Washington, DC			
Schedule Dates: 10/15/12 to 10/28/12		Weeks: 2		Order Ref: 06238527			
Est./PO Number: 06238527		Contract type: Political		Business Type: POLITICAL			
				Business Category: Transactional			
Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
74	M-F 3p Doctors ..W....	450	30 Comme	Nbr of Spots	1	1	450
75	M-F 4p Dr Oz ..W....	750	30 Comme	Nbr of Spots	1	1	750
76	M-F 5a News ..W....	300	30 Comme	Nbr of Spots	1	1	300
77	M-F 5p News ..W....	1500	30 Comme	Nbr of Spots	1	1	1500
78	M-F 530a News ..W....	500	30 Comme	Nbr of Spots	1	1	500
79	M-F 530p News ..W....	1500	30 Comme	Nbr of Spots	1	1	1500
80	M-F 6p News ..W....	2000	30 Comme	Nbr of Spots	1	1	2000
81	M-F 6a News ..W....	1000	30 Comme	Nbr of Spots	1	1	1000
82	M-F 7p Entertainment Tonight ..W....	2000	30 Comme	Nbr of Spots	1	1	2000
83	M-F 7a Today Show ..W....	1400	30 Comme	Nbr of Spots	1	1	1400
84	M-F 730p Extra	2000	30	Nbr of Spots	1	1	2000
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 680 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 104075	<b>Campaign Ref:</b> E:120718019
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 11 / 27 / 693	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06238527
<b>Est./PO Number:</b> 06238527	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
85	M-F 9a Today Show II W.....	700	30 Comme	1		1	700
<b>Weekly Totals:</b>			<b>Total Spots(Ord Spots)</b>	70	15	85	

Grand Totals				Month 10 Weeks: 4		
		10/15	10/22			
<b>Totals</b>		85	79			
Spots		85	79			
Cost		104075	96425			
						17650

**Grand Totals:**

<b>Spots:</b>	<b>85</b>
<b>Gross Total:</b>	<b>104,075.00</b>
<b>Commission:</b>	<b>15,611.25</b>
<b>Net Total:</b>	<b>88,463.75</b>



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E:120718019  
WFLA  
INVOICE NUMBER 0100033230  
PAGE 1  
BROADCAST MONTH 10/01/2012 - 10/28/12  
SCHEDULE DATES  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 11 /27 /693  
Desc: 06238527

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1p Days Df Dur Lives							*WFLA :30 Commercial		
500.00	1	1		10/19	FR	12:59P	30 USPRTV21ACH	500.00	
Fri 10p ET / 9p CT Dateline N8							*WFLA :30 Commercial		
5000.00	2	1		10/19	FR	10:11P	30 USPRTV21ACH	5000.00	
M-Su 11p News							*WFLA :30 Commercial		
2500.00	3	1		10/19	FR	11:31P	30 USPRTV21ACH	2500.00	
M-F 1135p ET / 1035p CT Tonight							*WFLA :30 Commercial		
1200.00	4	1		10/19	FR	11:58P	30 USPRTV21ACH	1200.00	
M-F 12p Today Show III							*WFLA :30 Commercial		
300.00	5	1		10/19	FR	12:28P	30 USPRTV21ACH	300.00	
M-F 2p Rachael Ray							*WFLA :30 Commercial		
300.00	6	1		10/19	FR	02:16P	30 USPRTV21ACH	300.00	
M-F 3p Doctors							*WFLA :30 Commercial		
450.00	7	1		10/19	FR	03:19P	30 USPRTV21ACH	450.00	
M-F 4p Dr Oz							*WFLA :30 Commercial		
750.00	8	1		10/19	FR	04:39P	30 USPRTV21ACH	750.00	
M-F 5p News							*WFLA :30 Commercial		
1500.00	9	1		10/19	FR	05:11P	30 USPRTV21ACH	1500.00	
M-F 530a News							*WFLA :30 Commercial		
500.00	10	1		10/19	FR	05:53A	30 USPRTV21ACH	500.00	
M-F 530p News							*WFLA :30 Commercial		
1500.00	11	1		10/19	FR	05:56P	30 USPRTV21ACH	1500.00	
M-F 6p News							*WFLA :30 Commercial		
2000.00	12	1		10/19	FR	06:23P	30 USPRTV21ACH	2000.00	
M-F 6a News							*WFLA :30 Commercial		
1000.00	13	1		10/19	FR	06:41A	30 USPRTV21ACH	1000.00	
M-F 7p Entertainment Tonight							*WFLA :30 Commercial		
2000.00	14	1		10/19	FR		30	.00	Preempt .00-
*** Continued ***									

PERIOD COST 112,075.00

85 Total Units  
ACTUAL GROSS BILLING 104,075.00  
AGENCY COMMISSION 15,611.25  
NET DUE 88,463.75

Debits .00  
Credits 8,000.00-  
SUB-TOTALS 8,000.00CR  
TOTAL RECONCILING

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER American Crossroads/ Issue  
PRODUCT American Crossroads

INVOICE NUMBER 0100033230  
BROADCAST MONTH 10/01/2012 - 10/28/12  
AMOUNT DUE 88,463.75

REMIT TO:

\*00174

000021453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000021453 00000100033230 008846375 5



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E: 120718019  
WFLA  
INVOICE NUMBER 0100033230  
PAGE 2  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/15/12-10/28/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /27 /693  
Desc: 06238527

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 7a Today Show	1400.00	15	1	10/19	FR	08:57A	30 USPRTV21ACH	1400.00	Program Change	
M-F 730p Extra	2000.00	16	1	10/19	FR		30	.00	Preempt Program Change	2000.00-
M-F 9a Today Show II	700.00	17	1	10/19	FR	09:52A	30 U5PRTV21ACH	700.00		
M-F 1p Days Of Our Lives	500.00	18	1	10/22	MO	01:58P	30 U5PRTV21ACH	500.00		
M-Su 11p News	2500.00	19	1	10/22	MO	11:33P	30 U5PRTV21ACH	2500.00		
M-F 1135p ET / 1035p CT Tonight	1200.00	20	1	10/22	MO	12:31A	30 USPRTV21ACH	1200.00		
M-F 12p Today Show III	300.00	21	1	10/22	MO	12:51P	30 USPRTV21ACH	300.00		
M-F 2p Rachael Ray	300.00	22	1	10/22	MO	02:35P	30 U5PRTV21ACH	300.00		
M-F 3p Doctors	450.00	23	1	10/22	MO	03:12P	30 U5PRTV21ACH	450.00		
M-F 5a News	300.00	24	1	10/22	MO	05:28A	30 U5PRTV21ACH	300.00		
M-F 5p News	1500.00	25	1	10/22	MO	05:15P	30 USPRTV21ACH	1500.00		
M-F 530p News	1500.00	26	1	10/22	MO	05:58P	30 USPRTV21ACH	1500.00		
M-F 6p News	2000.00	27	1	10/22	MO	06:11P	30 USPRTV21ACH	2000.00		
M-F 6a News	1000.00	28	1	10/22	MO	06:21A	30 U5PRTV21ACH	1000.00		
M-F 7p Entertainment Tonight	2000.00	29	1	10/22	MO		30	.00	Preempt Program Change	.00-
M-F 7a Today Show	1400.00	30	1	10/22	MO	08:37A	30 USPRTV21ACH	1400.00		
M-F 730p Extra	2000.00	31	1	10/22	MO		30	.00	Preempt Program Change	2000.00-
M-F 9a Today Show II	700.00	32	1	10/22	MO	09:29A	30 U5PRTV21ACH	700.00		
Sat 7a Today Show	625.00	33	1	10/20	SA	07:29A	30 U5PRTV21ACH	625.00		
M-Su Late News Late Run										

\*\*\* Continued \*\*\*

PERIOD COST 112,075.00

85 Total Units  
ACTUAL GROSS BILLING 104,075.00  
AGENCY COMMISSION 15,611.25  
NET DUE 88,463.75

SUB-TOTALS 8,000.00-  
TOTAL RECONCILING 8,000.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Oc)  
SLSP: HRP Washington, OC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 10/28/12 E: 120718019  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033230  
PAGE 3  
BROADCAST MONTH 10/01/2012 - 10/28/12  
SCHEDULE DATES 10/15/12-10/28/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /27 /693  
Oesc: 06238527

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
2500.00	34	1		10/21	SU	11:54P	30	USPRTV21ACH	2500.00	
Sun 6p News						*WFLA	:30	Commercial		
1100.00	35	1		10/21	SU	06:10P	30	USPRTV21ACH	1100.00	
Sun 8a Today Show						*WFLA	:30	Commercial		
700.00	37	1		10/21	SU	08:29A	30	USPRTV21ACH	700.00	
M-F 1p Days Of Our Lives						*WFLA	:30	Commercial		
500.00	38	1		10/18	TH	01:24P	30	USPRTV21ACH	500.00	
M-Su 11p News						*WFLA	:30	Commercial		
2500.00	39	1		10/18	TH	11:28P	30	USPRTV21ACH	2500.00	
M-F 1135p ET / 1035p CT Tonight						*WFLA	:30	Commercial		
1200.00	40	1		10/18	TH	12:20A	30	USPRTV21ACH	1200.00	
M-F 12p Today Show III						*WFLA	:30	Commercial		
300.00	41	1		10/18	TH	12:28P	30	USPRTV21ACH	300.00	
M-F 2p Rachael Ray						*WFLA	:30	Commercial		
300.00	42	1		10/18	TH	02:59P	30	USPRTV21ACH	300.00	
M-F 3p Doctors						*WFLA	:30	Commercial		
450.00	43	1		10/18	TH	03:19P	30	USPRTV21ACH	450.00	
M-F 4p Dr Oz						*WFLA	:30	Commercial		
750.00	44	1		10/18	TH	04:39P	30	USPRTV21ACH	750.00	
M-F 5a News						*WFLA	:30	Commercial		
300.00	45	1		10/18	TH	05:10A	30	USPRTV21ACH	300.00	
M-F 5p News						*WFLA	:30	Commercial		
1500.00	46	1		10/18	TH	05:11P	30	USPRTV21ACH	1500.00	
M-F 530a News						*WFLA	:30	Commercial		
500.00	47	1		10/18	TH	05:41A	30	USPRTV21ACH	500.00	
M-F 530p News						*WFLA	:30	Commercial		
1500.00	48	1		10/18	TH	05:44P	30	USPRTV21ACH	1500.00	
M-F 6p News						*WFLA	:30	Commercial		
2000.00	49	1		10/18	TH	06:21P	30	USPRTV21ACH	2000.00	
M-F 6a News						*WFLA	:30	Commercial		
1000.00	50	1		10/18	TH	06:22A	30	USPRTV21ACH	1000.00	
M-F 7a Today Show						*WFLA	:30	Commercial		
1400.00	51	1		10/18	TH	08:49A	30	USPRTV21ACH	1400.00	
M-F 730p Extra						*WFLA	:30	Commercial		
2000.00	52	1		10/18	TH		30		.00	Preempt Program Change 2000.00-
M-F 9a Today Show II						*WFLA	:30	Commercial		
700.00	53	1		10/18	TH	09:27A	30	USPRTV21ACH	700.00	
M-F 1p Days Of Our Lives						*WFLA	:30	Commercial		
500.00	54	1		10/16	TU	12:58P	30	USPRTV21ACH	500.00	
M-Su 11p News						*WFLA	:30	Commercial		
2500.00	55	1		10/16	TU	11:26P	30	USPRTV21ACH	2500.00	
M-F 1135p ET / 1035p CT Tonight						*WFLA	:30	Commercial		
1200.00	56	1		10/16	TU	12:30A	30	USPRTV21ACH	1200.00	
M-F 12p Today Show III						*WFLA	:30	Commercial		
300.00	57	1		10/16	TU	12:28P	30	USPRTV21ACH	300.00	
*** Continued ***										

PERIOD COST 112,075.00

85 Total Units  
ACTUAL GROSS BILLING 104,075.00  
AGENCY COMMISSION 15,611.25  
NET DUE 88,463.75

SUB-TOTALS Debits .00  
Credits 8,000.00-  
TOTAL RECONCILING 8,000.00CR

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# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 10/28/12 E: 120718019  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033230  
PAGE 4  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/15/12-10/28/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 11 /27 /693  
Desc: 06238527

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE
M-F 2p Rachael Ray	300.00	58 1	10/16 TU 02:26P	30 USPRTV21ACH :30 Commercial	300.00
M-F 3p Doctors	450.00	59 1	10/16 TU 03:39P	30 USPRTV21ACH :30 Commercial	450.00
M-F 4p Dr Oz	750.00	60 1	10/16 TU 04:20P	30 USPRTV21ACH :30 Commercial	750.00
M-F 5p News	1500.00	61 1	10/16 TU 05:29P	30 USPRTV21ACH :30 Commercial	1500.00
M-F 530a News	500.00	62 1	10/16 TU 05:58A	30 USPRTV21ACH :30 Commercial	500.00
M-F 530p News	1500.00	63 1	10/16 TU 05:59P	30 USPRTV21ACH :30 Commercial	1500.00
M-F 6p News	2000.00	64 1	10/16 TU 06:13P	30 USPRTV21ACH :30 Commercial	2000.00
M-F 6a News	1000.00	65 1	10/16 TU 06:58A	30 USPRTV21ACH :30 Commercial	1000.00
M-F 7p Entertainment Tonight	2000.00	66 1	10/16 TU	30 :30 Commercial	.00
					Preempt Program Change .00-
M-F 7a Today Show	1400.00	67 1	10/16 TU 08:57A	30 USPRTV21ACH :30 Commercial	1400.00
M-F 9a Today Show II	700.00	68 1	10/16 TU 09:56A	30 USPRTV21ACH :30 Commercial	700.00
M-F 1p Days Of Our Lives	500.00	69 1	10/17 WE 12:58P	30 USPRTV21ACH :30 Commercial	500.00
M-Su 11p News	2500.00	70 1	10/17 WE 11:13P	30 USPRTV21ACH :30 Commercial	2500.00
M-F 1135p ET / 1035p CT Tonight	1200.00	71 1	10/17 WE 12:00A	30 USPRTV21ACH :30 Commercial	1200.00
M-F 12p Today Show III	300.00	72 1	10/17 WE 12:51P	30 USPRTV21ACH :30 Commercial	300.00
M-F 2p Rachael Ray	300.00	73 1	10/17 WE 02:58P	30 USPRTV21ACH :30 Commercial	300.00
M-F 3p Doctors	450.00	74 1	10/17 WE 03:58P	30 USPRTV21ACH :30 Commercial	450.00
M-F 4p Dr Oz	750.00	75 1	10/17 WE 04:37P	30 USPRTV21ACH :30 Commercial	750.00
M-F 5a News	300.00	76 1	10/17 WE 05:28A	30 USPRTV21ACH :30 Commercial	300.00
M-F 5p News	1500.00	77 1	10/17 WE 05:28P	30 USPRTV21ACH :30 Commercial	1500.00
M-F 530a News	500.00	78 1	10/17 WE 05:42A	30 USPRTV21ACH :30 Commercial	500.00
M-F 530p News	1500.00	79 1	10/17 WE 05:58P	30 USPRTV21ACH :30 Commercial	1500.00
M-F 6p News				30 :30 Commercial	

\*\*\* Continued \*\*\*

PERIOD COST 112,075.00

85 Total Units  
ACTUAL GROSS BILLING 104,075.00  
AGENCY COMMISSION 15,611.25  
NET DUE 88,463.75

SUB-TOTALS Debits .00  
Credits 8,000.00-  
TOTAL RECONCILING 8,000.00CR

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REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
10/28/12 E:120718019  
WFLA  
INVOICE NUMBER 0100033230  
PAGE 5  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/15/12-10/28/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 11 /27 /693  
Desc: 06238527

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 6a News	2000.00	80	1	10/17	WE	06:24P	30 USPRTV21ACH	2000.00	
						*WFLA	:30 Commercial		
M-F 7p Entertainment Tonight	1000.00	81	1	10/17	WE	06:27A	30 USPRTV21ACH	1000.00	
						*WFLA	:30 Commercial		
	2000.00	82	1	10/17	WE			.00	Preempt Program Change .00-
M-F 7a Today Show						*WFLA	:30 Commercial		
	1400.00	83	1	10/17	WE	08:57A	30 USPRTV21ACH	1400.00	
M-F 730p Extra						*WFLA	:30 Commercial		
	2000.00	84	1	10/17	WE			.00	Preempt Program Change 2000.00-
M-F 9a Today Show II						*WFLA	:30 Commercial		
	700.00	85	1	10/17	WE	09:27A	30 USPRTV21ACH	700.00	
M-F 7p News						*WFLA	:30 Commercial		
	2000.00	90	1	10/19	FR	07:09P	30 USPRTV21ACH	2000.00	
M-F 730p Entertainment Tonight						*WFLA	:30 Commercial		
	2000.00	91	1	10/19	FR	07:55P	30 USPRTV21ACH	2000.00	
M-F 7p News						*WFLA	:30 Commercial		
	2000.00	92	1	10/22	MO	07:11P	30 USPRTV21ACH	2000.00	
M-F 730p Entertainment Tonight						*WFLA	:30 Commercial		
	2000.00	93	1	10/22	MO	07:56P	30 USPRTV21ACH	2000.00	
	2000.00	94	1	10/18	TH	07:56P	30 USPRTV21ACH	2000.00	
M-F 7p News						*WFLA	:30 Commercial		
	2000.00	95	1	10/16	TU	07:16P	30 USPRTV21ACH	2000.00	
	2000.00	96	1	10/17	WE	07:14P	30 USPRTV21ACH	2000.00	
M-F 730p Entertainment Tonight						*WFLA	:30 Commercial		
	2000.00	97	1	10/17	WE	07:46P	30 USPRTV21ACH	2000.00	
Sun 7p ET / 6p CT Football Nig						*WFLA	:30 Commercial		
	5500.00	98	1	10/21	SU	07:08P	30 USPRTV21ACH	5500.00	
Total Airtime Gross Spot Revenue:				104,075.00					

PERIOD COST 112,075.00

85 Total Units  
ACTUAL GROSS BILLING 104,075.00  
AGENCY COMMISSION 15,611.25  
NET DUE 88,463.75

SUB-TOTALS Debits .00  
Credits 8,000.00-  
TOTAL RECONCILING 8,000.00CR

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